

LEO BURNETT U.S.A.

A LEO BURNETT COMPANY

AGILE: No PMBAA/429-AA - Ad No. M5400 - "Popcorn" - Page - New Breed - 10/78" x 12 3/4" - 4C - Sporting News - 1997

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Photo: J. J. J.

Basic
FILTERS

Keep it Basic
Tastes Good. Costs Less.

SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.

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16 mg "tar," 1.0 mg nicotine av. per cigarette by FTC method.



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